ORDER

Orders Order / Rev: 698497 06224573 Alt Order #: **CROSSROADS GPS** Product Desc: WKYC 974 Estimate: Flight Dates: 09/11/12 - 09/15/15 Joe Knauer Primary AE: Sales Office: Original Date / Rev: 07/09/12 / 08/07/12 T-WAS Order Type: Political Sales Region: NAT Mentzer Media Services/ POL Agency Name: **Buying Contact:** John Flynn Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 600 Fairmount Ave. Suite 306 Billing Cycle: EOM/EOC Towson, MD 21286 Agency Commission: 15% Advertiser Name: **Crossroads GPS** Demographic: A25-54 New Business Thru:

Product Codes: IS-Candidate/Presidential,IS-Candidate/

Priority: P-5

Revenue Codes: AGY, GEN, POL

Order Separation:

Advertiser External ID:

Agency External ID:

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	81	\$74,100.00	\$62,985.00

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	81	\$74,100.00	\$62,985.00	0.00
Totals	81	\$74,100.00	\$62,985.00	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	16%	\$74,100.00
Market	100%	\$463,125.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$4,631.25
WEWS	23%	\$106,518.75
WJW	18%	\$83,362.50
WOIO	19%	\$87,993.75
WUAB	23%	\$106,518.75

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	09/11/1	2 09/14/12	M-F 6-7a	CM	6a-7a	- TWTF	:30	4	\$700.00 P-3	0.00 NM	4	\$2,800.00
			Channel 3 News	Today @ 6AM	1							
1 X PEF	R DAY											
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/	10/12	09/16/12	- TWTF	4	\$700.00	0.00						
E 2 WKYC	09/11/1	2 09/14/12	M-F 7-9a Today	СМ	7a-9a	- TWTF	:30	8	\$600.00 P-3	0.00 NM	8	\$4,800.00
			Today Show									
2 X PEF	R DAY											
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	10/12	09/16/12	- TWTF	8	\$600.00	0.00						
E 3 WKYC	09/11/1	2 09/14/12	M-F 5-6p	СМ	5p-6p	- TWTF	:30	8	\$525.00 P-3	0.00 NM	8	\$4,200.00
			Dr. Phil									
2 X PEF	R DAY											

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WKYC

Order / Rev: 698497

Advertiser:

Crossroads GPS

Alt Order #: 06224573

Product Desc: **CROSSROADS GPS** 974

09/11/12 - 09/15/15 Flight Dates: Estimate:

Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 09/11/12 09/14/12 E 3 WKYC M-F 5-6p СМ 5p-6p - TWTF- -:30 \$525.00 P-3 0.00 NM \$4,200.00 Dr. Phil 2 X PFR DAY Start Date **End Date** Weekdays Spots/Week Rate Rating 09/16/12 TWTF-0.00 Week: 09/10/12 \$525.00 E 4 WKYC 09/11/12 09/14/12 - TWTF- -4 \$1.400.00 P-3 M-F 6-630p CM 6p-630p :30 0.00 NM \$5.600.00 Channel 3 News at 6p 1 X PER DAY Spots/Week Start Date **End Date** Weekdays Rate Rating - TWTF- -Week: 09/10/12 09/16/12 \$1,400.00 0.00 E 5 WKYC 09/11/12 09/14/12 M-F 730-8p - TWTF- -\$850.00 P-3 CM 730-8p :30 0.00 NM 3 \$2,550.00 **Entertainment Tonight** 1 X PER DAY Start Date **End Date** Spots/Week Weekdays Rate Rating - TWTF- -Week: 09/10/12 09/16/12 4 \$850.00 0.00 Ch Date Range Start/End Time Weekdays Rate Rtg Type Description Length Spot 0.00 NM 3 NKYC 09/10/12-09/16/12 M-F 730-8p 730-8p - TWThF- -:30 (\$850.00) See MG 21.2.21.3.21.4 Ina d/t Cleveland Indians game] E 6 WKYC 09/11/12 09/14/12 Tonight Show СМ 1135p-1237a - TWTF- -:30 \$575.00 P-3 0.00 NM \$4,600.00 **Tonight Show** 2 X PER DAY Start Date **End Date** Weekdays Spots/Week Rating Rate 09/16/12 - TWTF- -Week: 09/10/12 \$575.00 0.00 - TWTFS-E 7 WKYC 09/11/12 09/15/12 LN (M-Su) CM 11P-1135P :30 5 \$1.800.00 P-3 0.00 NM 5 \$9,000.00 Late News (M-Su) 1 X PER DAY Start Date **End Date** Spots/Week Rating Weekdays Rate 09/16/12 - TWTFS-5 \$1,800.00 Week: 09/10/12 0.00 E 8 WKYC 09/15/12 09/15/12 SAT TDY ---S-:30 \$550.00 P-3 0.00 NM CM 7a-9a \$1,100.00 NBC Today Show (Sa) Weekdays Spots/Week Start Date **End Date** Rate Rating 09/16/12 - - - - S-Week: 09/10/12 \$550.00 0.00 E 9 WKYC 09/15/12 09/16/12 СМ 9a-1030a Sa/Su ---SS :30 \$600.00 P-3 0.00 NM SS 9-1030a 2 2 \$1,200.00 Channel 3 News 9am Sa/Su 1 X PER DAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ----SS \$600.00 0.00 ----S E 10 WKYC 09/16/12 09/16/12 SUN TDY СМ :30 \$650.00 P-3 0.00 NM 8a-9a 2 2 \$1,300.00 NBC Today Show (Su) Rating Start Date **End Date** Weekdays Spots/Week Rate 09/16/12 Week: 09/10/12 \$650.00 0.00 E11 WKYC 09/17/12 09/17/12 M-F 6-7a M- - - - -\$700.00 P-3 CM 6a-7a :30 2 0.00 NM 2 \$1,400.00 Channel 3 News Today @ 6AM Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/17/12 09/23/12 M- - - - -\$700.00 0.00 E 12 WKYC 09/17/12 09/17/12 M-F 5-6p M- - - - -\$525.00 P-3 CM 5p-6p :30 0.00 NM 2 \$1,050.00 Dr. Phil Start Date **End Date** Weekdays Spots/Week Rate Rating M- - - - -Week: 09/17/12 09/23/12 \$525.00 0.00 E 13 WKYC 09/17/12 09/17/12 M-F 6-630p CM 6p-630p M- - - - -:30 1 \$1,400.00 P-3 0.00 NM \$1,400.00 Channel 3 News at 6p 1 X PER DAY Start Date **End Date** Weekdays Spots/Week Rate Rating M- - - - -Week: 09/17/12 09/23/12 \$1,400.00 0.00 E14 WKYC 09/17/12 09/17/12 1 \$2,400.00 P-3 0.00 NM Nightly News CM M-Su 6:28p-7p M- - - - -:30 \$2,400.00 Nightly News 1 X PER DAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 M- - - - -\$2,400.00 0.00

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WKYC

Order / Rev: 698497

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Advertiser: Crossroads GPS

Alt Order #: 06224573

Product Desc: CROSSROADS GPS

Flight Dates: 09/11/12 - 09/15/15

974

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots E 15 WKYC 09/17/12 09/17/12 **Tonight Show** CM 1135p-1237a :30 \$575.00 P-3 0.00 NM \$1,150.00 Tonight Show 1 X PFR DAY Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 M- - - -0.00 Week: 09/17/12 \$575.00 E 16 WKYC 09/11/12 09/11/12 M-F 9-10a Todav II - T- - - -:30 \$350.00 P-3 CM 9a-10a 2 0.00 NM 2 \$700.00 Today Show II Start Date **End Date** Weekdays Spots/Week Rate Rating 09/16/12 Week: 09/10/12 - T- - - - -0.00 2 \$350.00 M-F 9-10a Today II E 17 WKYC 09/12/12 09/13/12 СМ 9a-10a - - WT- - -:30 2 \$350.00 P-3 0.00 NM 2 \$700.00 Today Show II 1 X PER DAY Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/10/12 09/16/12 - - WT- - -2 \$350.00 0.00 E 18 WKYC 09/14/12 09/14/12 ----F--M-F 9-10a Today II СМ :30 \$350.00 P-3 0.00 NM 9a-10a 2 \$700.00 Today Show II Spots/Week Rating Start Date **End Date** Weekdays Rate 09/16/12 - - - - F- -Week: 09/10/12 \$350.00 0.00 E 19 WKYC 09/11/12 09/14/12 4 \$2,400,00 P-3 Nightly News CM M-Su 6:28p-7p -TWTF--:30 0.00 NM 4 \$9,600.00 Nightly News 1 X PER DAY Start Date Weekdays Spots/Week Rating **End Date** Rate - TWTF- -Week: 09/10/12 09/16/12 4 \$2,400.00 0.00 E 20 WKYC 09/11/12 09/14/12 M-F 7-730p CM 7-730p - TWTF- -:30 \$950.00 P-3 0.00 NM 3 \$2,850.00 Channel 3 News at 7P 1 X PER DAY Weekdays Start Date **End Date** Spots/Week Rate Rating 09/16/12 - TWTF- -\$950.00 0.00 Week: 09/10/12 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type Spot 4 NKYC 09/10/12-09/16/12 M-F 7-730p 7-730p - TWThF- - -:30 (\$950.00) 0.00 NM See MG 21.2,21.3,21.4 [na d/t Cleveland Indians game] E 21 WKYC 09/13/12 09/13/12 Thu Prime C CM 10-11p ---T---:30 1 \$2,200.00 P-3 0.00 NM 3 \$4,000.00 Thu Prime C Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 09/10/12 09/16/12 - - T- -1 \$2,200.00 0.00 Ch Date Range Spot Description Start/End Time Weekdays Length Rate Rtg Type 10-11p 1 NKYC 09/10/12-09/16/12 Thu Prime C - - - Th- - -:30(\$2,200,00) 0.00 NM See MG 21.2.21.3.21.4 2 NKYC 09/15/12-09/15/12 Nightly News M-Su 6:28p-7p ----Sa--:30 \$2,400.00 0.00 NM MG for 5.3,20.4,21.1 3 NKYC 09/15/12-09/15/12 Sat 7-8p 7-8p - - - - - Sa- -:30 \$800.00 0.00 NM MG for 5.3,20.4,21.1 4 NKYC 09/15/12-09/15/12 Sat 7-8p 7-8p - - - - - Sa- -:30 \$800.00 0.00 NM MG for 5.3,20.4,21.1 E 22 WKYC 09/15/12 09/16/12 EN (Sa-Su) CM 6P-7P Sa/Su ----SS :30 2 \$600.00 P-3 0.00 NM \$1,200.00 Early News (Sa-Su) (6:00 PM-6:30 PM) 1 X PER DAY Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 - - - - SS \$600.00 0.00 Su 12-1230p E 23 WKYC 09/16/12 09/16/12 СМ 12-1230p /Su ----S :30 \$300.00 P-3 0.00 NM \$300.00 1 Channel 3 News at Noon Su **End Date** Weekdays Spots/Week Start Date Rate Rating Week: 09/10/12 09/16/12 \$300.00 0.00 Start/End Time Ch Date Range Description Weekdays Length Rate Rtg Type (\$300.00) 0.00 NM 1 NKYC 09/10/12-09/16/12 Su 12-1230p 12-1230p /Su :30 - - - - - - - Su See MG 23.2 [Prgm Change] 2 NKYC 09/14/12-09/14/12 M-F 5-6a ----F---5a-6a :30 \$300.00 0.00 NM MG for 23.1 09/16

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WKYC

Totals

\$74,100.00

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CROSSROADS GPS Product Desc:

Flight Dates: 09/11/12 - 09/15/15 Estimate: 974

Ln Ch Start	End	Inventory Code	Break	Start/End	Γime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 24 WKYC 09/16/	12 09/16/12	Football Night in A	AmericaCM	Various	S	:30	\$4,000.00 P-3	0.00 NM	1	\$4,000.00
		Football Night In	America							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/10/12	09/16/12	S	1	\$4,000.00	0.00					
E 25 WKYC 09/17/	12 09/17/12	M-F 7-9a Today	СМ	7a-9a	M	:30 2	\$600.00 P-3	0.00 NM	2	\$1,200.00
		Today Show								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17/12	09/23/12	M	2	\$600.00	0.00					
E 26 WKYC 09/17/	12 09/17/12	M-F 9-10a Today	II CM	9a-10a	M	:30 2	\$350.00 P-3	0.00 NM	2	\$700.00
		Today Show II								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17/12	09/23/12	M	2	\$350.00	0.00					
E 27 WKYC 09/17/	12 09/17/12	M-F 7-730p	СМ	7-730p	M	:30	\$950.00 P-3	0.00 NM	1	\$950.00
		Channel 3 News	at 7P							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17/12	09/23/12	M	1	\$950.00	0.00					
E 28 WKYC 09/17/	12 09/17/12	M-F 730-8p	СМ	730-8p	M	:30	\$850.00 P-3	0.00 NM	1	\$850.00
		Entertainment To	night							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17/12	09/23/12	M	1	\$850.00	0.00					
E 29 WKYC 09/17/	12 09/17/12	LN (M-Su)	СМ	11P-1135P	M	:30	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
		Late News (M-Su	ı)							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/17/12	09/23/12	M	1	\$1,800.00	0.00					